

THE SMOKY MOUNTAIN PHILATELIST

JOURNAL OF THE ASHEVILLE STAMP CLUB



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THE ASHEVILLE STAMP CLUB

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WHO TO CALL

If you cannot make a meeting, club event, presentation, or have a question or a suggestion, please contact:

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GENERAL INFORMATION

The Asheville Stamp Club meets at Deerfield Episcopal Retirement Community, 1617 Hendersonville Rd, Asheville, NC in the Blue Ridge Room of the Community Center at 1:30 pm on the third Sunday of each month. Bring stamps and covers to sell, trade, or show. There are Nickel Boxes and Envelopes of stamps with new material being added all of the time. The club's 2015 Scott catalogs will be at the meeting; World Classics, World, and US Specialized. As always, there will be the 50-50 Drawing and Door Prizes.

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PRESIDENT'S LETTER

Fall is finally here for sure. The stamp market is very active at many levels. First thing you have to look at is our VERY active auctions! Just amazing! The intensive bidding is rewarding for both sellers and buyers plus for all of our club members.

John Owen put on a great Texas Alamo history presentation for us in the October meeting. VERY informative and hats off to John for driving over from the Columbia, SC area and spending the entire day with us.

As the winter months approach, it's time to reflect on our success for 2017. The influx of new members is very rewarding and an indication our stamp hobby is very alive. The well thought out club presentations have been excellent. As mentioned above, the best in club auctions! The excellent Smoky Mountain Philatelist productions have to be the number one in club productions...many thanks from all of us to Randall Chet!!!

Thanksgiving and Christmas are on the horizon and we all have to be thankful for our very successful year.

Many personal thanks from myself to all of you. Robert

ASC MEMBERSHIP APPLICATION

DATE

NAME

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

COLLECTOR

DEALER

(CIRCLE ONE)

I COLLECT

RECOMMENDED BY

Please print, fill out and bring to a club meeting with \$10 payable to ASC, or send to Jay Rogers, Secretary ASC, 15 Hickory Court LN, Hendersonville, NC 28792.

Email your articles, letters, classified ads, auction items, and comments for the

Smoky Mountain Philatelist to Randall Chet:

randallchet@gmail.com

Deadline for the January 2018 issue: Dec 25th

SMOKE SIGNALS

Our weather has finally turned, signaled by the changing leaves about three weeks late. When I was growing up in Ohio, the initial excitement of this season quickly wore off, faced with the bracing cold to come. But once January came around, the stamp shows began in earnest and I turned to my collection once again.

When I married and we moved to California, job, kids, house and everything that went with these consumed all my time. My old stamp collection sat on the shelf, patiently waiting for attention once again.

It wasn't until we moved to NC that I discovered offerings on eBay. This was 1998, and we found life taking on a more balanced flavor. We built our house, settled in to new jobs, and enjoyed the four distinct seasons once again.

As I write this, the squirrels are playing on the deck, leaves are gently falling all around, and I'm looking forward to a hopefully not-too-cold winter "playing" (as my wife calls it) with my stamps, same as generations of philatelists have done before me. Let's all count our blessings. *Happy Thanksgiving and Merry Christmas.*



"Stamp Collector", Curt Bruckner, 1961

If you have any questions, comments, stories, articles, pictures (anything but a political rant), feel free to email them to randallchet@gmail.com. I'll do my best to include them in a future issue of the Smoky Mountain Philatelist. Happy Collecting!

SHOWS & EVENTS

Nov. 4th & 5th, Charlotte, NC
Charlotte Stamp Show
St. Sarkis Armenian Church
7000 Park Road
(Hwy 77, exit Tyvola Road, go east 2.5 miles,
turn right on Park Rd, 1 mile on rt.)
Charlotte, North Carolina
Sat: 10 - 5, Sun: 10 - 4
Contact: Cary Cochran, 800-560-5310

Nov. 18th & 19th, Raleigh, NC
Coin, Paper Money & Stamp Show
James E. Holshouser Building
NC State Fairgrounds
(1025 Blue Ridge Road. Raleigh, NC)
Sat: 10 - 5, Sun: 10 - 3
For more information, visit
www.RaleighCoinClub.org

December 1-3 Orlando, FL
FLOREX
Central Florida Fairgrounds
4603 W. Colonial Dr. (Route 50).
Fri, 10-5; Sat, 10-5; Sun, 10-3. Free.
show@FLOREXStampShow.com

OUR NEXT MEETING

November 19 is our next meeting. It is our regular auction, so pull out all the stops and bring the GOOD stuff!

Our Christmas dinner is scheduled for Saturday, December 9, at 12:30 p.m. Cost is \$14 to be paid to Ed de Bary when you arrive. Please check your calendar as we need to know the who plans to attend by November 19.





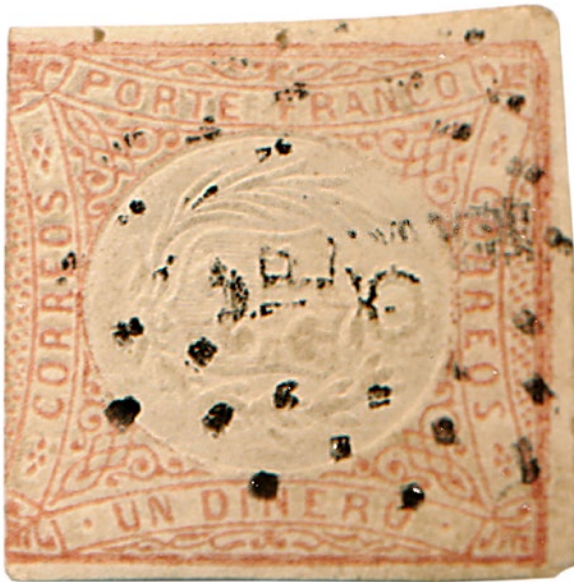
THE CASE OF PERU #12A

Here is a very interesting variety you should definitely keep your eye out for. It is easily missed because of its subtle appearance. It is listed in Scott as #12a with arms embossed sideways. Fascinating, because they were printed one at a time! The Lecoq press used by Peru to make this issue worked like a train ticket printing machine, modified to use an embossing device to print stamps one by one on strips of paper. The strips fed through the press with a pierce and pull mechanism, between each impression. These were made one at a time at a rate of 1 per second, so it is remarkable that about 3.2 million of the One DInero denomination were printed between 1862 and about 1868. You could also call this the World's First Coil Stamp, as that is how they were printed and sold!

The Arms Embossed Sideways variety was actually printed for several months this way without being noticed. It was widely distributed and used nationwide. Even more interesting, the Coat of Arms is not sideways. The Frame is actually sideways. You can tell this when you find paste up singles and the overlap is parallel to Porte Franco, the piercings are on the same side as Porte Franco. If you can find a pair, the words Porte Franco are on the left side instead of the top!

This is a beautiful variety on a very early stamp and it carries a hefty premium over the normal version, about 30X!

As always, Happy Hunting!
Scott



Scott Peru #12a
Sideways embossed center

There is an amazing one-frame exhibit by Henry Marquez on this issue. It is titled "The First Coil Stamp Of The World" It was a 2012 Champions of Champions award winner for a single frame exhibit. I highly recommend if you like this issue or want to know more about how the stamps were made or additional varieties you check it out. I found it posted in a couple places on the internet, but a copy is on the APS website. All of the facts were obtained from this source.

CLUB NEWS

MEMBER BOB BOUVIER IS FORMING AN ARCHIVE

Member Bob Bouvier has been collecting past issues of Asheville Stamp Club publications that he is sending to the American Philatelic Research Library in Bellefonte, PA to augment their holdings. He has accounted for all newsletters published since 2011 and is missing only one issue for 2010 (assuming it was published): The January-February 2010 issue of the Smoky Mountain Philatelist. If you have a copy of this issue, or know for certain it was not published, please contact Bob at bouv1946@gmail.com or 828-713-0270. His efforts for locating issues from 2006 on back have been largely unsuccessful. A mere handful have been located, dating back to 1970. If you know of any, please contact Bob.

SANITARY FAIR STAMPS

GREAT CENTRAL FAIR • PHILADELPHIA, PA • JUNE 7 - JUNE 28, 1864

Randall Chet



WV11



WV12



WV13

While technically not revenue stamps, Sanitary Fair Stamps were used to raise revenue for the US Sanitary Fair Commission. They are generally regarded as the first self-adhesive charity stamps.

The Fairs On June 13, 1861, two months to the day after Federal troops surrender Fort Sumter to Confederate forces, President Abraham Lincoln established the U.S. Sanitary Commission to be responsible for the health and welfare of Union soldiers throughout the period of conflict.

The American Civil War claimed an appalling number of lives. And while casualties are an unfortunate product of war, it may be surprising to learn that for every man killed in battle, two died from disease. Many of these diseases—dysentery, diarrhea, typhoid and malaria—were caused by overcrowded and unsanitary conditions in the field. Preaching the virtues of clean water, good food and fresh air, the U. S. Sanitary Commission pressured the Army Medical Department to “improve sanitation, build large well-ventilated hospitals and encourage women to join the newly created nursing corps.”

Sanitary fairs were civilian-organized bazaars and expositions dedicated to raising funds on behalf of the United States Sanitary Commission and other charitable relief organizations. Over the course of the Civil War, they became one of the most popular means of fund raising for the Union cause. By far the largest and most successful of these events was the Great Central Fair held at Logan Square in Philadelphia from June 7 to June 28, 1864. Its Executive Committee had oversight over myriad smaller committees in charge of soliciting contributions of goods, money, and services from members of every trade, profession, and commercial enterprise in the Philadelphia area.

The Stamps Eight of the Sanitary Fairs organized to raise funds for the Sanitary Fair Commission issued stamps. All are listed in the Scott Specialized Catalog of United States Stamps with the prefix “WV”.

Sanitary Fair stamps occupy a position midway between US semi-official carrier stamps and the private local posts. Although Sanitary Fair stamps were not valid for US postal service, they were prepared for, sold and used at the fair post offices, usually with the approval and participation of the local postmaster.

Most Sanitary Fair stamps were simply designed and litho or typographed. The Philadelphia printing firm of Butler & Carpenter was tasked with producing the Great Central Fair's stamps in three denominations. Unlike other Sanitary Fair stamps, these three stamps, WV11-13, were engraved and intaglio printed.

All told, these stamps helped the Great Central Fair raise over a million dollars for the USSC through admissions, concessions, and the sales of goods and mementos. Of the many Northern cities that hosted major sanitary fairs between 1863 and 1865, Philadelphia was second only to New York City in money raised.

The US Sanitary Fair commission was the precursor to the American Red Cross, and the Sanitary Fair stamps are recognized as the world's first self-adhesive charity stamps.

For more information about the Great Central Fair of 1864, please visit: www.philadelphiaencyclopedia.org/archive/civil-war-sanitary-fairs and www.youtube.com/watch?v=wdBN1TVV8kE

WV11 mint \$40

WV11 used \$525

WV12 mint \$27.50

WV12 used \$500

WV13 mint \$35

WV13 used \$400

A RECEIPT FOR MAIL FROM ENGLAND DURING THE NON-IMPORTATION ACT OF 1806

Larry Oliver

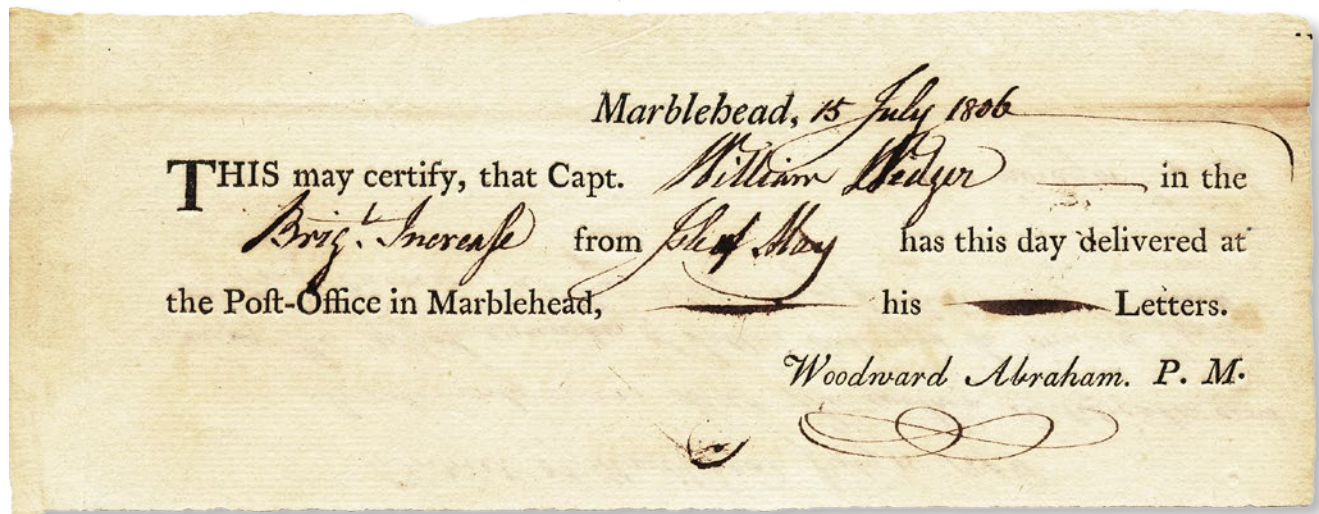


Figure 1

1806 in America was a troubled time.

President Thomas Jefferson was struggling with the hostile acts of Great Britain, especially that country's impressment of American sailors. The background was the friction between England and France, and the trade wars they were experiencing during the Napoleonic Wars. Recall that France was a strong supporter of the colonies during the Revolution, just 30 years previous. Citizens were outraged and were demanding action, including building a "wall"! No, not a physical wall, but banning the importation of certain goods from England. Congress wholeheartedly supported it, and in April 1806, the Non-Importation Act of 1806 was passed. Banned goods included brass, woolen clothes, glassware, other metals, playing cards (!), beer, and, important for our purposes, paper of ANY sort. The law was to take effect in October, but in practice it began to affect trade immediately. [Note: while the law hit the banned goods, the largest imports - cotton, iron, steel - were not affected] Imports of the banned goods were admitted but scrutinized much more carefully. Including the mails. Censoring was not imposed, but careful measures were taken to monitor the incoming amount of mail.

From the onset of the passage of the law, the use of government ships to carry mail was reduced, and private packetboats took over the pick up and delivery of the mail port-to-port. And signatures were required when the mail changed hands during the voyage from England to the US.

Figure 1 shows the front of a receipt signed by the postmaster at Marblehead, Massachusetts, documenting the delivery to him of letters carried by the Brig "Increase" from the Isle of May, off Scotland in the Firth of Forth (see Figure 2). The Isle of May is a tiny island that served solely as a transfer point, and mostly for mail, as very little physical goods emanated from there (goods came out of Liverpool). It is dated 15 July 1806.



Figure 2



Figure 3

Figure 3 shows the reverse of the receipt, entirely handwritten, with Captain William Widger's swearing that the "whole number of letters" was delivered to the citizens of the United States.

A painting of the Brig, "Increase" is in figure 4. The painting was made by a descendent of Widger in the late 1800's.

The Non-Importation Act was entirely unsuccessful. America's position on the world stage was not respected, and the banning of some goods was not obeyed. It was replaced by the Embargo Act of 1807, but was, nevertheless, an important factor leading up to

the War of 1812, which, of course, had no winner but resulted in a restoration of relations between England and the US, which turned out to be the best solution for both parties.

Captain William Widger, born 1748, was a lifetime resident of Marblehead, and served his country in the military. For a time, he was imprisoned by the English and kept at Old Mill Prison from 1777-81 after serving on the brig "Phoenix" and being captured by the British. After his time as captain of the "Increase" he stayed in Marblehead and raised a family.

Figure 4

IN PRAISE OF JUNKMAIL - TYPOGRAPHICAL EXCELLENCE IN ADVERTISING COVERS

Randall Chet

I don't know about you, but in my mailbox these days I mostly find parcels (hopefully with stamps in them) and...junk mail. And as a designer, I've certainly contributed my share of commercial designs to the junk mail stream. I can only hope that a century from now, a few of my contributions will be found in someone's collection of advertising covers. For some reason I doubt it though. The "graphic artists" of their day were true artists, and in my opinion, rarely does the design of today rise to the level of ability practiced by the artisans at the turn of the 20th century.

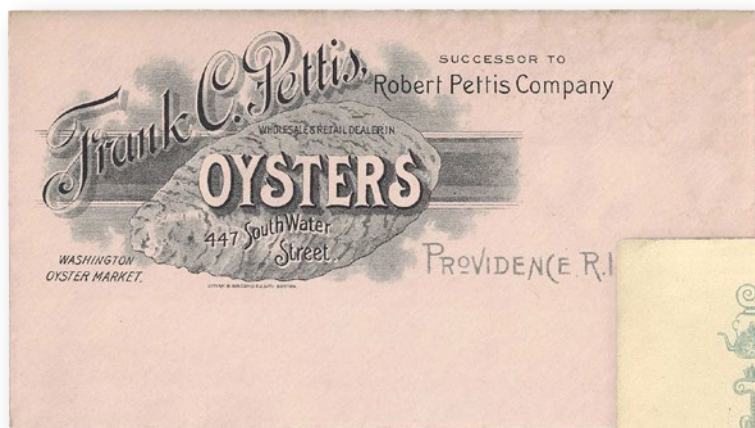
An Advertising Cover is any postally-used envelope with advertising printed on it. However, not all covers were created equal. Over the last year, I've begun collecting advertising covers that strike me as having exceptional typographical design. So what does that mean? Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. It is easier said than done. There is even a Type Directors Club, an international organization created in 1946, with the mission to raise the standards of typography and related fields within the graphic arts. My criteria for "typographic" covers are

these: one of the main focal points of the design must consist of typography, or lettering, and not just forming a logo, and the cover must be postally used, not philatelic in origin. Finally, the design must appeal to my sense of design. In the end, this is a subjective exercise; I'm not saying these are the best, only that they appeal to me. Collect what you like, and like what you collect!

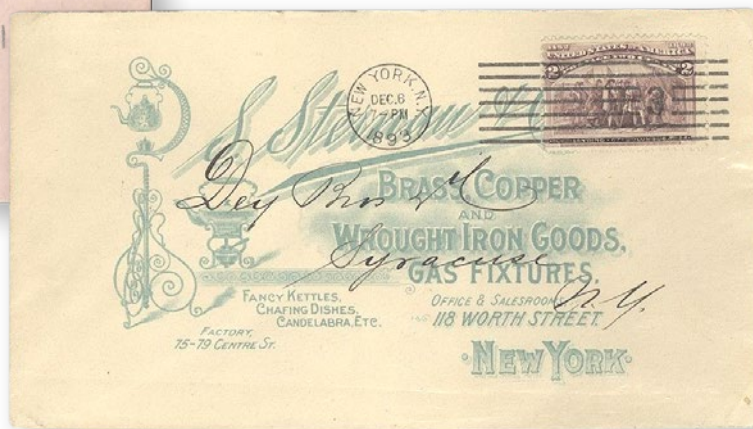
Illustrated trade cards, billheads, calling cards and letterpress posters all became common with advancements in printing technology during the early part of the 19th century. However, "per page" postal rates in the US prior to the 1840's made the use of envelopes impractical and expensive. Prior to the first envelope-making machine patented in the US in 1849, most letters consisted of single sheets of paper folded and sealed. When the US adopted lower, weight-based postal rates, envelopes immediately gained popularity.

Businesses began to realize the advantage of dressing up their envelopes, both the front and the back, with eye-catching designs. The Victorian era ushered in the era of phototype, whereby printing plates could be chemically etched, a process known as electrotyping. With this less expensive alternative to hand steel die engraving, artists quickly began to turn out beautiful calligraphic designs.

I just did a search on eBay for "advertising Cover", and believe it or not, 10,998 results were returned. That's a lot of junk mail! And so without further ado, here are some of my favorites, courtesy of eBay and my fledgeling collection.



Robert Pettis originally founded the Pettis family oyster business during the 1850s. He built an Oyster House on Orange Street in Providence which became known throughout New England for the large size and plumpness of its oysters. Frank Pettis took over the family oyster business from his father during the latter part of the century.





Cottolene was a brand of shortening made of beef tallow and cottonseed oil produced in the USA from 1868 until the mid 20th century. It was the first mass-produced and mass-marketed alternative to lard and is remembered today chiefly for its iconic national ad campaign and the cookbooks that were written to promote its use.

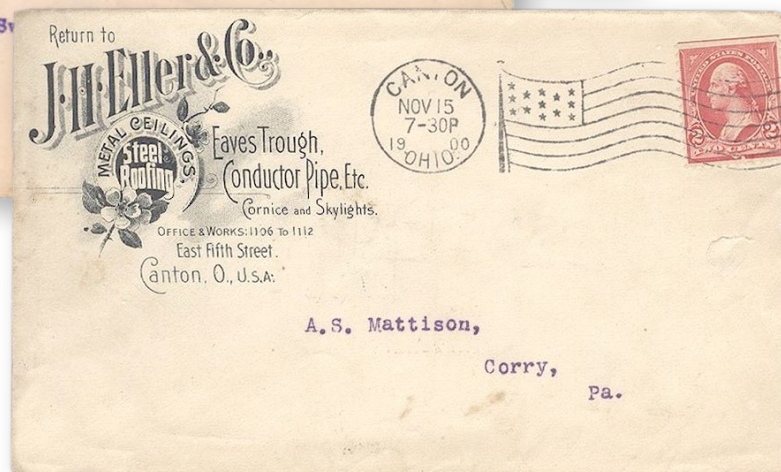


Most advertising covers during this time were single color. However this Wrigley cover is desirable because of its size and multiple colors.



With the advent of desktop publishing and improved font drawing software, many of the Victorian style fonts you see here have been revived and are now once again available.

Check out www.letterheadfonts.com





Charles Bodini was an ice cream manufacturer in the first part of the 20th century in Pittsburgh, PA. For many of these interests there is a wealth of information to "Google". In very short time I found photos, genealogy of the family, and info for this business in trade papers of the time.



View of Second Avenue showing numerous businesses, including the Chas. Bonini Pittsburgh Ice Cream Factory.

August 23rd, 1920

Location: Downtown

www.historicpittsburgh.org

Designers, engravers and printers used envelopes to showcase their artistic skills. This design from the turn-of-the-century is a hybrid of Victorian and Art-Nouveau styles.



Occasionally you'll be lucky enough to find a beautifully designed billhead enclosed within an advertising cover.

I was intrigued by "Pine Apple Cheese" as I had never heard of it. O.A. Weatherly produced it in Milford NY from 1900 to 1955. This advertising cover could have won an award too. Pine Apple Cheese contains no fruit. It gets the name from its shape and its surfaced texture, created by the netting used to hang the cheese while aging.



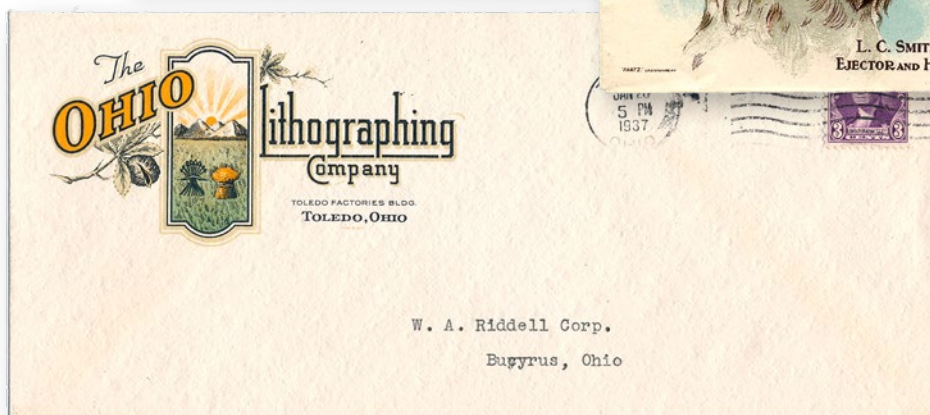


All-Over advertising covers were subtle in their color contrast, allowing graphics to be printed "all-over". This technique generally was used from about 1860 to 1900 and seemed to fall out of favor with the turn of the century.

The Niagara Textile Company of Lockport, NY, one of four textile plants to take the transportation advantages the Erie Canal provided, flourished while under contract to provide towels for the new Pullman Company. Pullman produced sleeper-cars for the burgeoning railroad industry. Niagara Textile became the sole provider of towels for Pullman through the end of WWI. The strength of Niagara's largest customer helped them to grow their business into a huge 80,000 square-foot manufacturing and distribution complex. At its peak in the 1930s, when this cover was in use, the company produced over 8 million square yards of woven linen each year.



Beautifully designed (and very expensive) are many advertising covers from gun, powder, and other hunting and sporting companies. My absolute favorites include these covers from the Hunter Arms Co.



One of the favorites in my collection is this Ohio Lithographing Company cover. It skillfully incorporates symbols from the State Seal of Ohio, beautiful typography and subtle color, and not apparent in this scan, embossing, all on an off-white textured heavy weight stock. It is a fairly late example of this type of design.

UNITED STATES WAR TAX STAMPS

Larry Oliver

For you to get the most interest and use of this article, please take a moment to go to your stamp catalog from any dealer - Scott, Minkus, Mystic, Brookman, etc. (Scott uses "MR" for war tax stamps), and check out the listings for the stamps the US has issued in this category...

OK, you're back. And you have a concerned or frustrated (or upset!) look on your face because you did not find that section. Yes, I tricked you.

No catalog maker acknowledges that the US actually did issue war tax stamps, unless you read the details in two places: the earliest is the section of Private Die and Proprietary Stamps (often affectionately called Match & Medicine, or M&M's), and the other is a single stamp, Scott #537, issued March 3, 1919, the "Victory" issue.

I'll discuss the 1919 issue first.

The war — called then "The Great War" — ended November 11, 1918. Many countries had issued stamps to help pay for the heavy expenses of the war, and they are listed as "War Tax" stamps in catalogs. The US took a different route. From November 2, 1917 to June 30, 1919, the postage rate was raised from 2c for a first-class letter to 3c, with the extra 1c officially designated to be used to defray the cost of the war. In other words, a war tax. The 3c "Victory" issue of 1919 was specifically issued to meet

this new postage rate, and, by law, 1c of the 3c paid did indeed go to pay off war-related debts. It was the only stamp issued for this purpose. The stamp features the flags of the Allies in the design by Clair Aubrey Huston. Interestingly, Russia was one of the Allies in WWI, yet their flag is not represented in the design. That omission is usually ascribed to politics surrounding the Russian Revolution. The stamp has many different shades of color, some of which are quite scarce (see figure 1). There were some 99.6 million issued, giving a war tax revenue of nearly \$1M. The stamp was one of those included in the presentation at the National Postal Museum (check out youtube) and subsequent book by Janet Klug and Donald Sunderman entitled "100 Greatest American Stamps". Note in context: I do not have a high opinion of the book: one of the stamps is the Elvis Presley stamp, which convinced me to cease collecting contemporary US stamps because of the deterioration of designs from fine engraving to cartoon drawings. Yes, I'm biased.

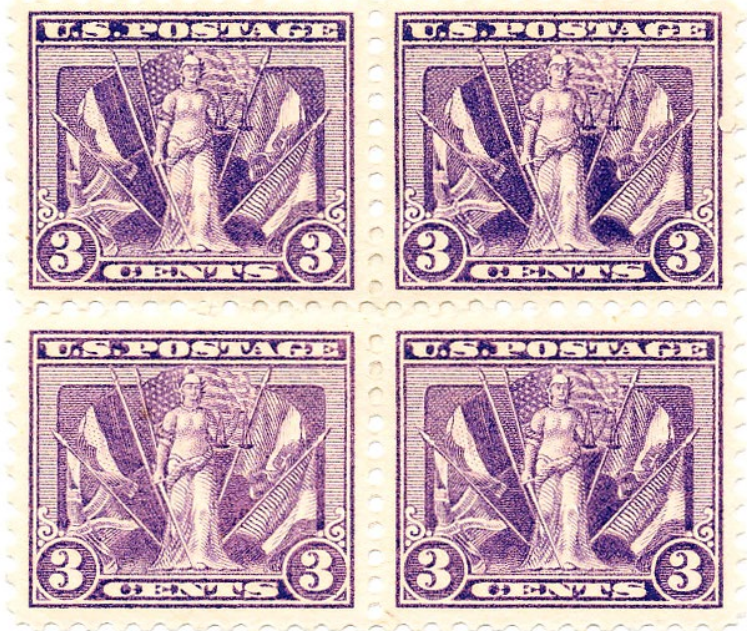
Now let's go back in time to the Civil War era. The Revenue Act of 1862, passed by the (Federal) Congress, placed a tax on proprietary medicines, perfumes, playing cards, matches, and canned eatables, the proceeds of which went to draw down the Treasury debt incurred during the war. So a tax was levied, scaled on the retail value of the items. Manufacturers could use current general issue proprietary stamps, but they were required to cancel them, a process that demanded time and therefore money. The law allowed the manufacturers to make their own stamps (not needing canceling if affixed to the product) and that had the added benefit of incorporating advertising into the stamp.

The stamps had to be affixed to the product in such a way that the product could not be opened without damaging - or even mutilating - the stamp. Which is why there are so few of them today, as most were destroyed when the product was opened by the consumer. Most of what are on the market today and are not repaired are stamps that were very carefully removed from the box by the consumer, aware that they may be collectible. It is astounding that it never seemed to occur to the printers or the manufacturers that there was a market for direct selling of the stamps to collectors! The tax monies would have increased substantially, and there was no regulation prohibiting such direct sales. The few unused examples available are remainders.

Figure 1

Block of four of the Victory stamp, #537

Showing the color variation even within a single block





Bousfield & Poole

3c tax stamp, for 300 matches

Match tax stamps were the epitome of an ill-conceived tax that dramatically benefitted the large corporations. The tax was 1c per 100 matches or any fraction thereof, which raised the price of matches considerably. Matches sold for 1 - 2c per box, before tax. The largest match companies, especially Diamond Match Company, were unwittingly granted an advantage since the government gave a discount to purchasers of large quantities of stamps. The larger companies also had an advantage since their production costs were so much lower per unit that the tax was a smaller percentage of their costs. Smaller companies had to face a tax was up to 60% of their retail pricing. When the match tax was due to expire in 1882, the Diamond Match Company fought it vigorously, with political infighting, lobbying and coercion that dwarfs anything seen today on Capitol Hill - believe it or not! By that time, Diamond Match had 83% of the match market.

There are 310 different match stamps, including paper varieties, issued to 60 different brands. You will not find a match stamp labeled "Diamond Match Company", however, as Diamond was a conglomerate of companies the parent had purchased, which by 1883 included 12 brand names. Diamond sold 300,000,000 boxes each year, with a face value of the stamps being \$3,000,000 (discounted value about 20% less).

Matches were abundant, and commonplace in their design, manufacture and use, and have not changed much since the 1800's. Proprietary medicines, however, were a symbol of the times that were to hit a brick wall with the passing of the first Food and Drug Act in the early 20th century. These "medicines" - and I have to use the parentheses now in discussing them - were the severest form of quackery this country has seen. Many of the owners and inventors were

well-intentioned but had no idea how to (or care to) objectively test their products for either quality or efficacy. That science was not known. But they were excellent marketers, and used the finest engravers to design the dies for their stamps. The medicine stamps rank as amongst the most exquisitely engraved patterns ever seen in US stamps.

There was no dominant player in the patent medicine field, but there were many companies that were small and short-lived. The medicine tax was much smaller: 1c per 25c of retail value. There are 574 different medicine stamps, including paper varieties, issued to 81 manufacturers.

Perfumery stamps consist of 77 stamps issued to eight manufacturers, playing cards 28 stamps to eleven makers, with New York Consolidated being the largest. Lastly, there is only one stamp for canned eatables. These stamps contributed little to the war tax revenues.

The tax expired in 1883, July 1. While the total amount contributed to the debt is vague, there is no question that the use of postage and revenue stamps made a major difference in the Federal Treasury at that time.

If you are interested in collecting M&M's, do not be very picky about the condition. Many, or most, of the copies available have some damage because of them being peeled off packages. If you insist on VF stamps, well-centered and with no damaged perfs or thins, you will pay a significant premium over the catalog prices, if you can even find them. However, the average collector can assemble a nice looking set that is intriguing, informative and attractive,

even while acknowledging that the stamps are faulty.

[Note: There was another series of proprietary medicine stamps produced and used from 1898-1900 - which is a subject for another article.]

Cannon Match Company

Mr. Cannon was not part of the company: he was a banker who loaned them the money to buy the stamps!

Brandreth Pills, note "United States Certificate of Genuineness", which was total nonsense.

Barham's Infallible Pile Cure

Four cent stamp appropriate for the \$1 box

